



Addressing Trending Topics on Social Media

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hot topics in practice www.oregon.gov/oha/ohph/nc/ncpract **Northwest Center**
FOR PUBLIC HEALTH PRACTICE

Question for the Viewers

How would you assess your organization's activity level on social media?

- A. Highly active
- B. Moderately active
- C. Not very active
- D. Not active

<h3>Why Social Media Matters</h3> 	<h3>If You Build It, They Will Come</h3> 	<h3>Fill Your Toolbox</h3> 
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Focal Areas for Public Health Communication

- 1. Reach**
 - Take advantage of the medium!
- 2. Interaction**
 - Share expertise
 - Promote actionable information
 - Alleviate concern
- 3. Listening**
 - Use 'social listening' to learn about your audience

Example: COVID-19 Communication Success Stories

Washington State Department of Health

Oregon Health Authority

Oregon Health Authority

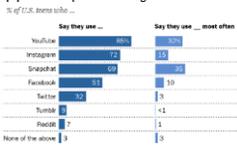
Pandemic Reflections from Oregon Health Authority

- ✓ **Providing timely, relevant content organically bolsters your reach**
 - Facebook posts increased from an average monthly reach of 91,000 to 896,000
- ✓ **Establishing yourself as an expert bolsters your following**
 - Facebook following increased from 13,400 to 22,700; Twitter following increased from 6,600 to 12,400
- ✓ **Replying works**
 - People will come to YOU with rumors, giving you a chance to dispel them
- ✓ **Building trust matters**
 - In uncertain times, people appreciate public health – and will tell you so

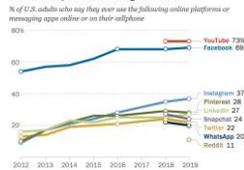


Where Does Your Audience "Live"?

YouTube, Instagram and Snapchat are the most popular online platforms among teens



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults



Statistics can be informative, but key information is often found by looking deeper

Source: The Pew Research Center - <https://www.pewresearch.org/fact-tank/2019/10/09/a-half-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2012/>

Find Your Audience



How do you find out who “lives” in your social media communities?

- **Read your analytics**
 - Focus on **demographic data** and **content clues** – What topics do well, and what can that tell you about your audience?
- **Identify traditional and non-traditional audiences**
 - **Example:** Shifting towards “retail” content
- **Reach non-traditional audiences**
 - **Example:** Micro-influencer campaigns

Reading Your Analytics



Performance for Your Post

12,344 People Reached

4,028 Second Video Views

16 Reactions, Comments & Shares #

10	8	2
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
0	0	0
Comments	On Post	On Shares
5	5	0
Shares	On Post	On Shares

94 Post Clicks

6	22	66
Clicks to Play #	Link Clicks	Other Clicks #

Source: Oregon Health Authority on Facebook - <https://www.facebook.com/OregonHealthAuthority/>

Example: Oregon Health Authority's “Retail” Content

“Retail” content allows you to:

- Engage the general public
- Cut through noise
- Reach people at the right time and place



Example: Micro-influencer Campaigns

Micro-influencer campaigns allow you to:

- Reach new audiences
- Leverage other trusted sources
- Share a message in a way that you might not otherwise be able to
- Create dynamic, cost effective campaigns (this campaign reached about 145k over the course of a week)



Source: Oregon Health Authority on Twitter - <https://twitter.com/OHAOregon>

Learn Their Language



You know what your audience needs to know, but *how* do they need to hear it?

- Use empathy-based content
 - **Example:** Outbreak content that acknowledges fear
- Reach out to proxy audiences
 - **Example:** Mothers of children who vape

Source: Oregon Health Authority on Facebook - <https://www.facebook.com/OregonHealthAuthority/>

Example: Empathy-Based Content

Empathy-based content goes a long way:

- The way you write your posts sets the tone for the interactions they'll generate.
- Humanize:
 - ✓ Acknowledge concern
 - ✓ Make people feel heard
 - ✓ Present yourself and your agency as human



Source: Oregon Health Authority on Facebook - <https://www.facebook.com/OregonHealthAuthority/>

Build Your Audience...NOW!

How do you create and maintain an audience?

- ✓ Post fresh, engaging content on a regular basis
- ✓ Establish yourself as a trusted, expert source
- ✓ Keep people coming back
- ✓ Cultivate ambassadors



Question for the Viewers

Which social media platform is your organization most active on?

- A. Facebook
- B. LinkedIn
- C. Twitter
- D. Other (type your answer in chat)

Fill Your Toolbox

Find your allies and partners

- Impress the importance of social media on leadership
- Find leadership, program staff, and other allies who are willing to support your message and methods

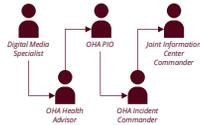
Establish roles

- Determine who your experts are
- Understand your organization's chain of approval, and how it might differ during an emerging topic

Normal OHA Chain of Approval:



COVID-19 OHA Chain of Approval:



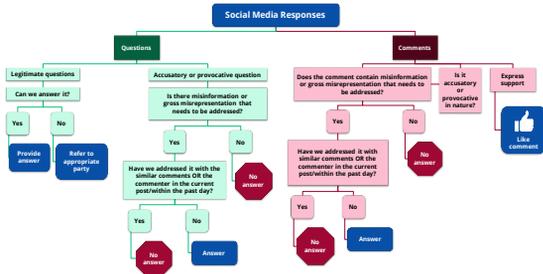
Fill Your Toolbox

Reduce reputational risk

- Follow a process
 - **Example:** Social media response flowchart
- Develop a tone and voice guide
- Game plan for controversial topics
 - **Example:** Immunizations



Example: Social Media Flowchart



What Can Your Team Do?

Actions for Addressing Trending Topics:

- ✓ If your organization is not already on social media, **make the case for why they *should* be**
- ✓ **Find your audience**—both the one you have and the one you want
- ✓ **Create audience-first content**
- ✓ **Fill your social media toolbox** with policies, processes and guiding documents to help your agency stay nimble and safe

QUESTIONS?



Resources

Hootsuite
Hootsuite Social Media Management
<https://blog.hootsuite.com/>

GovTech
Government Technology Social Media
<https://www.govtech.com/social/>

ArchiveSocial
Social Media Archiving Resources for Government
<https://archivesocial.com/government-resources/>

SocialMediaToday
Social Media News
<https://www.socialmediatoday.com/>

OHA Social Media
Facebook:
<https://www.facebook.com/OregonHealthAuthority/>

Twitter:
<https://twitter.com/OHAOregon>

LinkedIn:
<https://www.linkedin.com/company/oregon-health-authority/>

OHA Social Media Policy:
<https://sharedsystems.dhs.state.or.us/DHSForms/Served/ms120-005.pdf>
